

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
310705-1	10/14/12	October 2012	10/01/12 - 10/14/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Cheryl Beers	WPTV National	National

Billing Address:

Media Strategies and Research
Attention: Accounts Payable
1580 Lincoln Street
Suite 510
Denver, CO 80203

Advertiser	Product	Estimate Number
Frankel / Democrat / Congr	Frankel for Congress	11889

Flight Dates	Order #	Alt Order #
10/08/12 - 10/14/12	310705	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/12/12	M-F 5-6a	5-6a	MTWTF--	:30	5	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV M 10/08/12 5:23 AM M-F 5-6a 5-6a :30 LFT104H \$200.00 NM 5 WPTV Tu 10/09/12 5:28 AM M-F 5-6a 5-6a :30 LFT104H \$200.00 NM 1 WPTV W 10/10/12 4:58 AM M-F 5-6a 5-6a :30 LFT105H \$200.00 NM 2 WPTV Th 10/11/12 5:20 AM M-F 5-6a 5-6a :30 LFT105H \$200.00 NM 4 WPTV F 10/12/12 5:38 AM M-F 5-6a 5-6a :30 LFT105H \$200.00 NM									
2	10/08/12	10/12/12	M-F 6-7a	6-7a	MTWTF--	:30	6	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 6 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 6:26 AM M-F 6-7a 6-7a :30 LFT104H \$500.00 NM 3 WPTV Tu 10/09/12 6:42 AM M-F 6-7a 6-7a :30 LFT104H \$500.00 NM 2 WPTV W 10/10/12 6:26 AM M-F 6-7a 6-7a :30 LFT105H \$500.00 NM 6 WPTV W 10/10/12 6:51 AM M-F 6-7a 6-7a :30 LFT105H \$500.00 NM 5 WPTV Th 10/11/12 5:58 AM M-F 6-7a 6-7a :30 LFT105H \$500.00 NM 4 WPTV F 10/12/12 6:41 AM M-F 6-7a 6-7a :30 LFT105H \$500.00 NM									
3	10/08/12	10/14/12	TODAY SHOW	7-9a	MTWTF--	:30	6	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 6 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV M 10/08/12 8:26 AM TODAY SHOW 7-9a :30 LFT104H \$500.00 NM 1 WPTV Tu 10/09/12 7:26 AM TODAY SHOW 7-9a :30 LFT104H \$500.00 NM 2 WPTV W 10/10/12 7:56 AM TODAY SHOW 7-9a :30 LFT105H \$500.00 NM 5 WPTV Th 10/11/12 7:59 AM TODAY SHOW 7-9a :30 LFT105H \$500.00 NM 6 WPTV F 10/12/12 7:23 AM TODAY SHOW 7-9a :30 LFT105H \$500.00 NM 3 WPTV F 10/12/12 8:57 AM TODAY SHOW 7-9a :30 LFT105H \$500.00 NM									

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310705-1	10/14/12	October 2012	10/01/12 - 10/14/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Frankel / Democrat / Congr	Frankel for Congress	11889	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/13/12	10/13/12	Sa 6-7a	6-7a	-----S-	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$175.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Sa 10/13/12 6:42 AM Sa 6-7a 6-7a :30 LFT105H \$175.00 NM									
5	10/13/12	10/13/12	Sa 7-8a	7-8a	-----S-	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$225.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Sa 10/13/12 7:11 AM Sa 7-8a 7-8a :30 LFT105H \$225.00 NM									
6	10/13/12	10/13/12	Sa 10-1030a	10-1030a	-----S-	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$200.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Sa 10/13/12 10:24 AM Sa 10-1030a 10-1030a :30 LFT105H \$200.00 NM									
7	10/14/12	10/14/12	Su 7-8a	7-8a	-----S	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$150.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Su 10/14/12 7:27 AM Su 7-8a 7-8a :30 LFT105H \$150.00 NM									
8	10/14/12	10/14/12	SUN TODAY	8-9a	-----S	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$500.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV Su 10/14/12 8:53 AM SUN TODAY 8-9a :30 LFT105H \$500.00 NM									
9	10/10/12	10/10/12	TODAY III	10-11a	--W----	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --W---- 1 \$175.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV W 10/10/12 10-11a :00 \$175.00 NM See MG 18.6,18.7,18.8									
10	10/09/12	10/11/12	RACHEL RAY	11a-12p	-T-T---	:30	2	\$140.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -T-T--- 2 \$140.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 WPTV Tu 10/09/12 11:21 AM RACHEL RAY 11a-12p :30 LFT104H \$135.00 NM 1 WPTV Th 10/11/12 11:43 AM RACHEL RAY 11a-12p :30 LFT105H \$135.00 NM									
11	10/12/12	10/12/12	M-F 12n-1p	12-1p	----F--	:30	1	\$135.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----F-- 1 \$135.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPTV F 10/12/12 12:37 PM M-F 12n-1p 12-1p :30 LFT105H \$135.00 NM									



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Advertiser	Product	Estimate Number	
Frankel / Democrat / Congr	Frankel for Congress	11889	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/08/12	10/08/12	DAYS OF OUR LIVES	1-2p	M-----	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 1:58 PM DAYS OF OUR LIVES 1-2p :30 LFT104H \$150.00 NM									
13	10/10/12	10/10/12	MILLIONAIRE	2-3p	--W----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --W---- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/10/12 2:53 PM MILLIONAIRE 2-3p :30 LFT105H \$100.00 NM									
14	10/11/12	10/11/12	3-4pm Jeff Probst	3-4p	---T---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---T--- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/11/12 3:29 PM 3-4pm Jeff Probst 3-4p :30 LFT105H \$100.00 NM									
15	10/08/12	10/12/12	ELLEN	4-5p	MT--F--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MT--F-- 3 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV M 10/08/12 4:29 PM ELLEN 4-5p :30 LFT104H \$275.00 NM 1 WPTV Tu 10/09/12 4:29 PM ELLEN 4-5p :30 LFT104H \$275.00 NM 2 WPTV F 10/12/12 4:19 PM ELLEN 4-5p :30 LFT105H \$275.00 NM									
16	10/08/12	10/12/12	M-F 5-530p	5-530p	MTWTF--	:30	5	\$585.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$585.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV M 10/08/12 5:12 PM M-F 5-530p 5-530p :30 LFT104H \$585.00 NM 2 WPTV Tu 10/09/12 5:12 PM M-F 5-530p 5-530p :30 LFT104H \$585.00 NM 1 WPTV W 10/10/12 5:10 PM M-F 5-530p 5-530p :30 LFT105H \$585.00 NM 5 WPTV Th 10/11/12 5:11 PM M-F 5-530p 5-530p :30 LFT105H \$585.00 NM 4 WPTV F 10/12/12 5:12 PM M-F 5-530p 5-530p :30 LFT105H \$585.00 NM									
17	10/08/12	10/12/12	M-F 530-6p	530-6p	MTWTF--	:30	5	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 10/08/12 5:36 PM M-F 530-6p 530-6p :30 LFT104H \$500.00 NM 3 WPTV Tu 10/09/12 5:52 PM M-F 530-6p 530-6p :30 LFT104H \$500.00 NM 1 WPTV W 10/10/12 5:53 PM M-F 530-6p 530-6p :30 LFT105H \$500.00 NM 4 WPTV Th 10/11/12 5:36 PM M-F 530-6p 530-6p :30 LFT105H \$500.00 NM 5 WPTV F 10/12/12 5:39 PM M-F 530-6p 530-6p :30 LFT105H \$500.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/08/12	10/12/12	M-F 6-630p	6-630p	MTWTF--	:30	5	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 10/08/12 6:29 PM M-F 6-630p 6-630p :30 LFT104H \$650.00 NM 3 WPTV Tu 10/09/12 6:24 PM M-F 6-630p 6-630p :30 LFT104H \$650.00 NM 1 WPTV W 10/10/12 M-F 6-630p 6-630p :00 \$650.00 NM See MG 18.6, 18.7, 18.8 4 WPTV Th 10/11/12 M-F 6-630p 6-630p :00 \$650.00 NM See MG 18.6, 18.7, 18.8 6 WPTV Th 10/11/12 5:54 PM M-F 530-6p 530-6p :30 LFT105H \$1,600.00 NM MG for 18.5, 18.4, 9.1, 22.1, 18.1 8 WPTV Th 10/11/12 7:01 PM NBC NIGHTLY 630-7p :30 LFT105H \$2,150.00 NM MG for 18.5, 18.4, 9.1, 22.1, 18.1 5 WPTV F 10/12/12 M-F 6-630p 6-630p :00 \$650.00 NM See MG 18.6, 18.7, 18.8 7 WPTV F 10/12/12 6:10 PM M-F 6-630p 6-630p :30 LFT105H \$1,800.00 NM MG for 18.5, 18.4, 9.1, 22.1, 18.1									
19	10/08/12	10/08/12	REVOLUTION	10-11p	M-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/08/12 10:33 PM REVOLUTION 10-11p :30 LFT104H \$750.00 NM									
20	10/09/12	10/09/12	GO ON/NEW NORMAL	9-10p	-T-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -T----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 10/09/12 9:53 PM GO ON/NEW NORMAL 9-10p :30 LFT104H \$750.00 NM									
21	10/10/12	10/10/12	CHICAGO FIRE	10-11p	--W----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --W---- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 10/10/12 10:16 PM CHICAGO FIRE 10-11p :30 LFT105H \$1,500.00 NM									
22	10/11/12	10/11/12	ROCK CENTER	10-11p	---T---	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---T--- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/11/12 ROCK CENTER 10-11p :00 \$750.00 NM See MG 18.6, 18.7, 18.8									
23	10/12/12	10/12/12	GRIMM	9-10p	----F--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ----F-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 10/12/12 9:19 PM GRIMM 9-10p :30 LFT105H \$500.00 NM									



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Advertiser		Product	Estimate Number
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24	10/08/12	10/12/12	M-F 11-1135p	11-1135p	MTWTF--	:30	5	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV M 10/08/12 11:13 PM M-F 11-1135p 11-1135p :30 LFT104H \$600.00 NM 4 WPTV Tu 10/09/12 11:27 PM M-F 11-1135p 11-1135p :30 LFT104H \$600.00 NM 2 WPTV W 10/10/12 11:22 PM M-F 11-1135p 11-1135p :30 LFT105H \$600.00 NM 1 WPTV Th 10/11/12 11:20 PM M-F 11-1135p 11-1135p :30 LFT105H \$600.00 NM 5 WPTV F 10/12/12 11:30 PM M-F 11-1135p 11-1135p :30 LFT105H \$600.00 NM									
25	10/13/12	10/13/12	Sa 11-1130p	11-1130p	-----S-	:30	1	\$625.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$625.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/13/12 11:27 PM Sa 11-1130p 11-1130p :30 LFT105H \$625.00 NM									
26	10/14/12	10/14/12	1130p-12x After NFL	1130p-12X	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Sa 10/13/12 7:47 AM Sa 7-8a 7-8a :30 LFT105H \$600.00 NM MG for 26.1 10/14 1 WPTV Su 10/14/12 1130p-12x After NFL 1130p-12X :00 \$600.00 NM See MG 26.2									
27	10/08/12	10/12/12	TONIGHT SHOW	1135p-1235a	MTWTF--	:30	5	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTWTF-- 5 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV M 10/08/12 12:30 AM TONIGHT SHOW 1135p-1235a :30 LFT104H \$225.00 NM 5 WPTV Tu 10/09/12 11:46 PM TONIGHT SHOW 1135p-1235a :30 LFT104H \$225.00 NM 1 WPTV W 10/10/12 11:59 PM TONIGHT SHOW 1135p-1235a :30 LFT105H \$225.00 NM 2 WPTV Th 10/11/12 12:30 AM TONIGHT SHOW 1135p-1235a :30 LFT105H \$225.00 NM 3 WPTV F 10/12/12 12:11 AM TONIGHT SHOW 1135p-1235a :30 LFT105H \$225.00 NM									

Total Spots **62** Gross Total **\$30,955.00**

Payment Terms 30 Days

Agency Commission **\$4,643.25**
Net Amount Due **\$26,311.75**